**Academic Semester:** Summer 2013

**Title:**  Product Management Intern

**Project Description:**

Polaris Fusion is a proprietary digital asset management system integrated with the Polaris public access catalog (PowerPAC). The project requires the Intern to learn how to use Polaris Fusion in order to assist in the development of marketing tools for prospective customers to adopt the solution.

After learning to use the Polaris Fusion product, the Intern will work to produce the following deliverables:

* Interview Polaris Fusion customers about their digital asset projects (e.g., CLC and Champaign-Urbana) and compose a paper detailing best practices for funding and implementing a digitization project with Fusion.
* Work with the Polaris Marketing Manager to plan an industry-level webcast featuring Polaris customers talking about how they are promoting their digital collections in their communities—including Boone County (KY), Fayetteville (AR) Public Library.
* Compare the feature set of Polaris Fusion with CONTENTdm, with the goal of explaining how the two products are complementary, not necessarily in competition with one another. Develop a sales cheat sheet to help the Polaris sales force understand how the two products compare.

**Qualifications:**

* Good verbal skills
* Excellent writing skills
* Class work and/or experience with the management of digital library collections
* Familiarity with CONTENTdm or other digital asset management solutions

**Additional Information:**

* Polaris can offer flexibility in scheduling hours.
* While the intern can work remotely on the project, some work will need to be performed during regular business hours (Monday-Friday, 8:30-5:00) so as to consult with Polaris staff.
* The intern may occasionally need to attend meetings in person at the company’s headquarters at 103 Commerce Boulevard, Suite A, Liverpool.
* The Intern will work closely with the Product Analyst for Polaris Fusion, as well as the Polaris Marketing Manager.